

AMENDMENTS TO THE CLAIMS

Claims 26 and 50 are amended. Claims 26-31 and 50-76 are pending.

1-25. (Cancelled)

26. (Currently Amended) A digital media production system for manufacturing on demand at a local site digital information products on physical media, the system comprising:

- (a) a local mass data storage device at the local site storing digital information for a plurality of different digital information products; ~~and~~
- ~~(b) a remote licensing control center issuing, in response to a product release request, a unique release code electronically;~~

~~the system further comprising at the local site:~~

- ~~(e)~~ ~~(b)~~ a local release unit connected to a user interface and an output, the user interface receiving a request from a customer for a selected digital information product including the physical media carrying that selected ~~the~~ digital information product, and the output issuing ~~the~~ a product release request to ~~the~~ a remote licensing control center;
- ~~(d)~~ ~~(c)~~ a local control unit arranged to:
 - i. receive a responsive to the unique electronic release code issued in response to the product release request from the remote licensing control center authorizing physical production of the selected digital information product and thereafter to enable complete generation of the selected digital information product; and
 - ii. prevent complete generation of any digital information product before receipt of the unique electronic release code issued by the remote licensing control center;
- ~~(e)~~ ~~(d)~~ a local media generator generating the selected digital information product by storing on the physical media the digital information and by recording on the physical media the issued unique release code; and
- ~~(f)~~ ~~(e)~~ a packaging generator producing physical media packaging for the selected digital information product for packaging the physical media for supply to the

customer.

27. (Previously Presented) A system as claimed in claim 26 in which the unique release code includes a licence number; and in which the packaging generator is arranged to print at least one of the licence number and the customer's name onto the media packaging.

28. (Previously Presented) A system as claimed in claim 26 in which the unique release code includes a licence number; and in which there is further included a certificate of authenticity generator arranged to generate a certificate of authenticity including at least one of the licence number and the customer's name.

29. (Previously Presented) A system as claimed in claim 26 in which the media generator is arranged to include a user-defined personalisation applied to at least one of the surface of the media, and the digital information stored on the media.

30. (Previously Presented) A system as claimed in claim 26 in which the media generator includes a media writer.

31. (Previously Presented) A system as claimed in claim 30 in which the product release code includes a licence number, and in which the media generator includes a printer arranged to print onto a surface associated with the selected digital information product at least one of the licence number and the customer's name.

32-49. (Cancelled)

50. (Currently Amended) A method of manufacturing on demand at a point of sale digital information products on physical media comprising:

(a) receiving, at the point of sale, input of a request from a customer for a selected digital information product including the physical media carrying the selected digital information product;

(b) issuing, from the point of sale, to a remote licensing control center a product

release request to issue a unique release code electronically;

(c) preventing, at the point of sale, before receipt of the unique release code issued by the remote licensing control center, complete generation of any digital information product;

(d) (e) obtaining, at the point of sale, the unique release code from the remote licensing control center in response to the issued product release request;

(e) (d) authorizing physical production of the selected digital information product at the point of sale in response to the obtained unique release code by enabling complete generation of the selected digital information product;

(f) generating the selected digital information product, at the point of sale, by storing on the physical media the digital information and by recording on the physical media the unique release code; and

(g) producing media packaging for the selected digital information product and packaging the physical media for supply to the customer.

51. (Previously Presented) A method as claimed in claim 50 in which the unique release code is associated with the customer.

52. (Previously Presented) A method as claimed in claim 50 in which the media includes packaging; the release code includes a licence number; and the licence number is printed onto the packaging.

53. (Previously Presented) A method as claimed in claim 52 in which the customer's name is printed onto the packaging.

54. (Previously Presented) A method as claimed in claim 50 in which the unique release code is electronically stored on the media along with the customer-selected information.

55. (Previously Presented) A method as claimed in claim 54 in which information representative of the customer is electronically stored on the media.

56. (Previously Presented) A method as claimed in claim 50 in which the unique

release code includes a licence number and the licence number is printed onto a surface associated with the selected product.

57. (Previously Presented) A method as claimed in claim 56 in which the customer's name is printed onto the surface associated with the selected digital information product.

58. (Previously Presented) A method as claimed in claim 50 including producing a certificate of authenticity at the point of sale containing the release code.

59. (Previously Presented) A method as claimed in claim 58 including adding the customer's name to the certificate of authenticity.

60. (Previously Presented) A method as claimed in claim 50 including receiving from the customer at the point of sale a user-defined media personalisation, and adding the personalisation to the media.

61. (Previously Presented) A method as claimed in claim 60 in which the media includes packaging, and in which the personalisation is printed onto the packaging.

62. (Previously Presented) A method as claimed in claim 60 in which the personalisation is electronically stored on the media along with the customer-selected digital information.

63. (Previously Presented) A method as claimed in claim 50 in which the unique release code is issued at the licensing control center and is sent electronically to the point of sale on receipt of the customer request.

64. (Previously Presented) A method as claimed in claim 50 further including storing at the point of sale a plurality of customer requests, receiving at the licensing control center the plurality of customer requests; and issuing from the licensing control center and sending to the point of sale a plurality of unique release codes in response to the plurality of customer requests.

65. (Previously Presented) A method as claimed in claim 50 in which a plurality of unique release codes are issued at the licensing control center and transmitted electronically in advance to the point of sale, one of the unique release codes being associated with the customer on receipt of the customer request.

66. (Previously Presented) A method as claimed in claim 50 including keeping a cumulative record at the point of sale of all supplied media and associated unique release codes, and forwarding the record electronically to the licensing control center.

67. (Previously Presented) A method as claimed in claim 50 in which the customer request is made by a customer not physically present at the point of sale.

68. (Previously Presented) A method as claimed in claim 50 in which the customer request is made by a customer not physically present at the point of sale, via a communications medium, with the media being prepared at the point of sale for later collection by or delivery to the customer.

69. (Previously Presented) A method as claimed in claim 50 further including receiving a request from the customer for a student sale, the request including a student number; validating the student number with reference to a representation of valid student numbers; and authorising the student sale depending upon the validation.

70. (Previously Presented) A method as claimed in claim 50 further including receiving a request from the customer for an upgrade sale, the request including a previous licence number; validating the previous licence number with reference to a representation of valid previous licence numbers; and authorising the upgrade sale depending upon the validation.

71. (Previously Presented) A method as claimed in claim 50 further including storing a code at the point of sale or at the licensing control center; and precoding the media with the code before storage of the customer selected information.

72. (Previously Presented) A method as claimed in claim 71 in which the code is unique to the fulfillment unit.

73. (Previously Presented) A method as claimed in claim 50 further including receiving from the customer a request including a user-defined selection of products; and storing at the point of sale the request for user-defined selection of products for access by the customer.

74. (Previously Presented) A method as claimed in claim 73 in which the user-defined selection of products comprises a gift list.

75. (Previously Presented) A method as claimed in claim 73 in which the user-defined selection of products comprises a list compiled by an educational establishment.

76. (Previously Presented) A system according to claim 26 in which the input means are further for input of a request from the customer for including in the selected product customer-personalised information and for input of details concerning the personalised information, and the output means are further for issue of data representing the personalised information, and in which the local control unit is responsive to the data representing the personalised information to control application of the personalised information to the selected product and the media generator is arranged to include the personalised information in the selected product.